

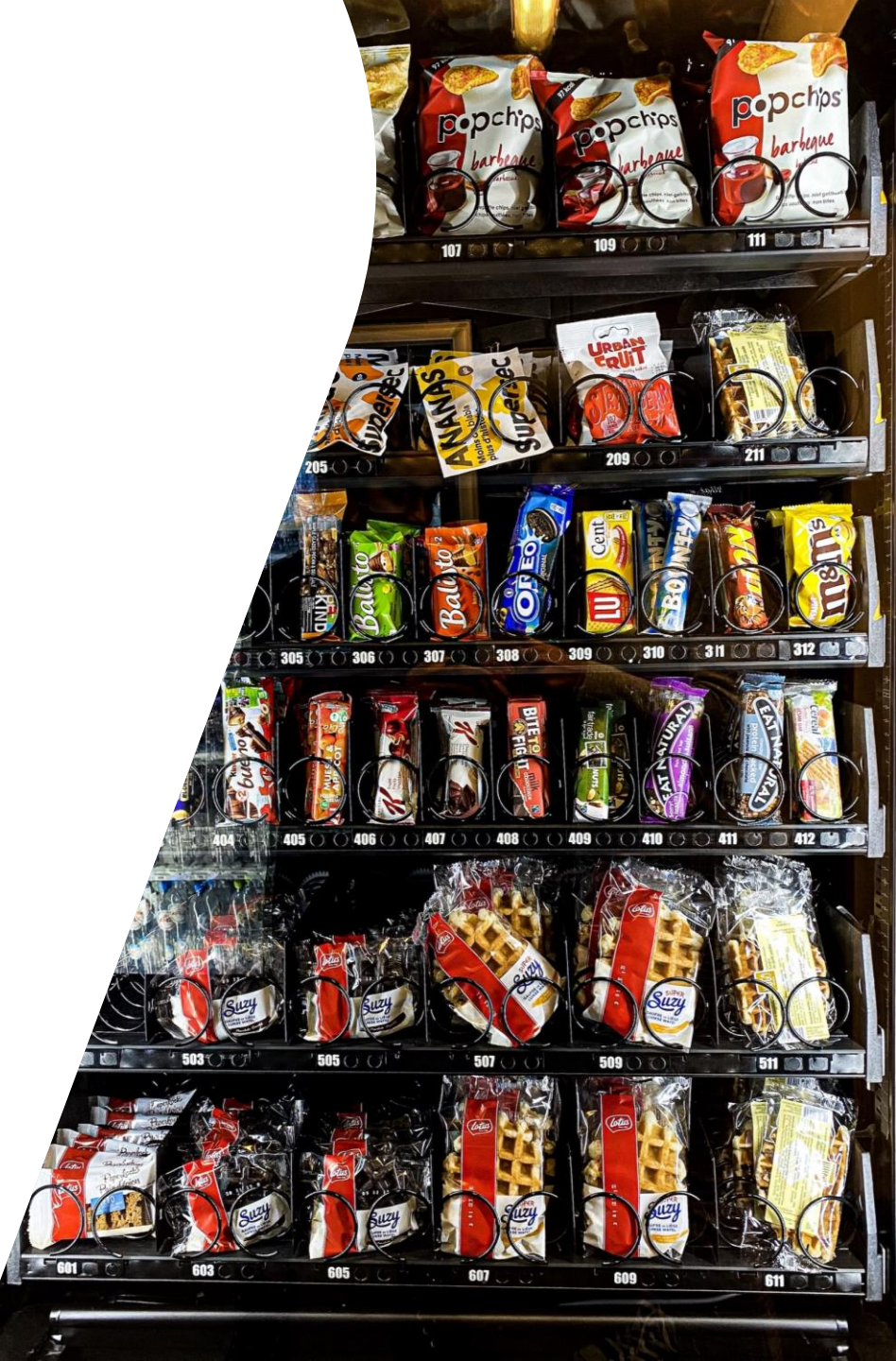
INDUSTRIES & MARKETS

# Confectionery & Snacks-market data & analysis

Market Insights report

**Market** Insights  
by **statista** 

October 2023



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## CHAPTER 1

# Overview



# Pandemic-driven snacking rise, hot region ice cream sales growth, and online delivery boost Confectionery & Snacks market

Overview: Summary

## Summary

Snacking, the act of eating something small between meals, continues to be preferred by consumers over typical mealtimes. This trend was furthered by the outbreak of the COVID-19 pandemic, as consumers spent a lot more time indoors. A 2021 survey conducted by Mondelez International and The Harris Poll, with over 3,000 respondents from 12 countries, revealed that over 60% of participants replace at least one meal a day with snacks, and 68% cannot picture a world without a sweet treat during the day.

Growth in the Confectionery & Snacks segment is also being driven by an increase in ice cream sales, particularly in countries that regularly experience extended heat waves, e.g., China and India. Records show that the average temperature in China for June 2022 was the highest that it had witnessed in the past 50 years, leading to robust volume sales for JD.com. Furthermore, this space is also witnessing a rise in online deliveries, which is made possible because of improved logistics and transportation infrastructure. Refrigerated trucks, for example, allow long-distance transportation and last-mile deliveries while maintaining the quality

and taste of food. Innovations in product offers, with respect to formulation, packaging, and processing, are also expected to continue driving this segment.

# Confectionery & Snacks market includes high-sugar confectionery and versatile snacks categorized into subsegments

Overview: Market Definition

## Market definition

The Confectionery & Snacks segment includes both confectionery and snacks subsegments. Confectionery is defined as foods with a relatively high sugar content, such as chocolate and chocolate products, sugar confectionery such as chewing gum, sweets, ice cream, preserved pastry goods and cakes. Snack Foods are typically eaten in between meals or as a quick bite.

Structure:

The segment consists of two different subsegments:

The Confectionery segment covers foods with a relatively high sugar content. This segment is divided into four subsegments: chocolate confectionery, ice cream, preserved pastry goods and cakes and sugar confectionery.

The Snack Food segment covers sweet, savory, and salty snacks. This segment is divided into three subsegments: cookies and crackers, potato chips, tortilla chips, flips, and pretzels.

Additional Information:

The market comprises revenue and average revenue per capita, volume and average volume per capita, price per unit (unit refers to kilogram), sales channels. The market encompasses retail sales through both online and offline sales channels to private end customers (B2C). The market only covers at-home consumption; out-of-home consumption is not included.

# Confectionery & Snacks accounted for 17.87% of the Food market revenue in 2022

Overview: Key Takeaways and in scope / out of scope

## Key Takeaways

Revenue in the Confectionery & Snacks market amounts to US\$1.7tn in 2023. The market is expected to grow annually by 5.99% (CAGR 2023-2028).

In global comparison, most revenue is generated in the United States (US\$304bn in 2023).

In relation to total population figures, per person revenues of US\$215.80 are generated in 2023.

In the Confectionery & Snacks market, volume is expected to amount to 233.5bn kg by 2028. The Confectionery & Snacks market is expected to show a volume growth of 3.7% in 2024.

The average volume per person in the Confectionery & Snacks market is expected to amount to 26.2kg in 2023.

### + In scope

This segment includes:

- Chocolate and sugar confectionery
- Ice Cream
- Cakes
- Snack Food
- Cookies and crackers

### - Out of scope

This segment excludes:

- Chocolate/nut/nougat spreads
- Peanut butter
- Desserts

## CHAPTER 2

# Market Numbers

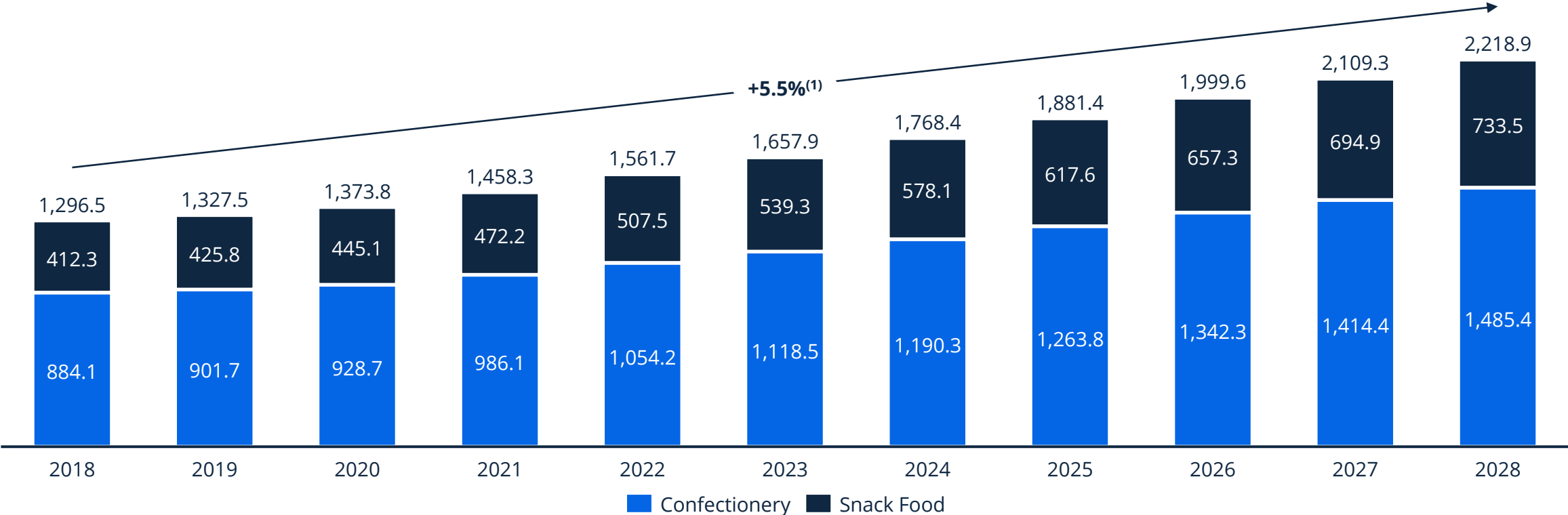




# Confectionery & Snacks revenues are estimated to increase at a CAGR<sup>(1)</sup> of 5.5% from 2018 to 2028

Market Size: Global

Revenue in billion US\$



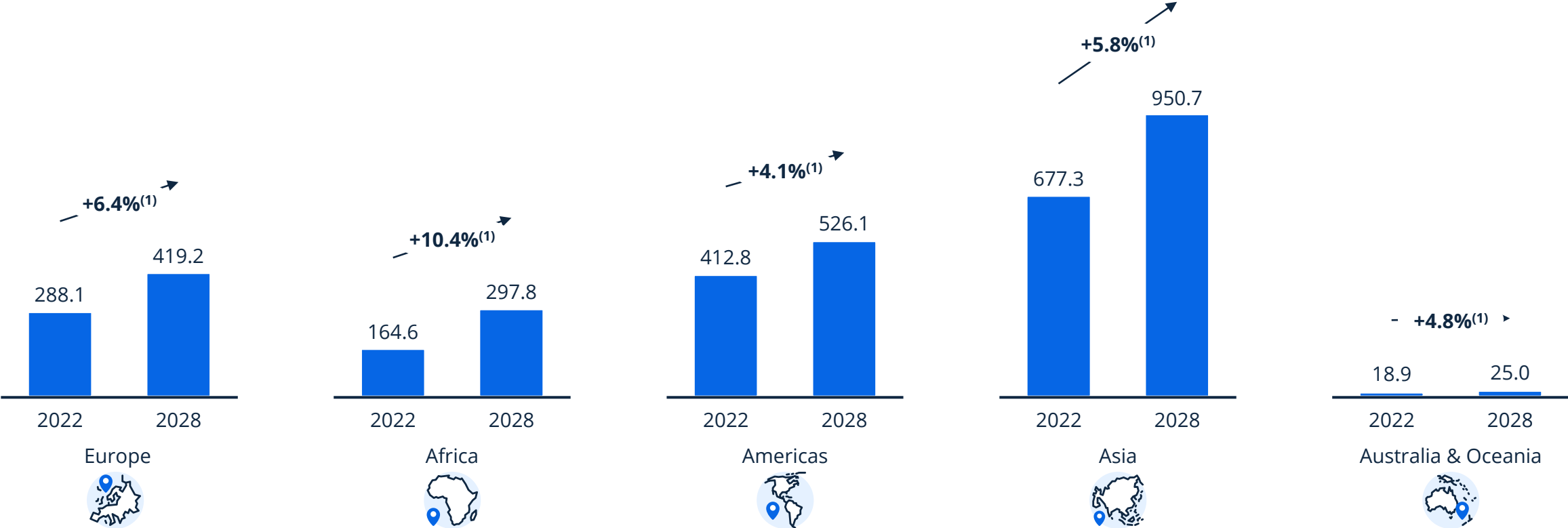
9 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

# With revenue of US\$ 677.2 billion, Asia is the biggest market among selected regions in 2022

Market Size: Regional Comparison (1/2)

## Revenue in billion US\$



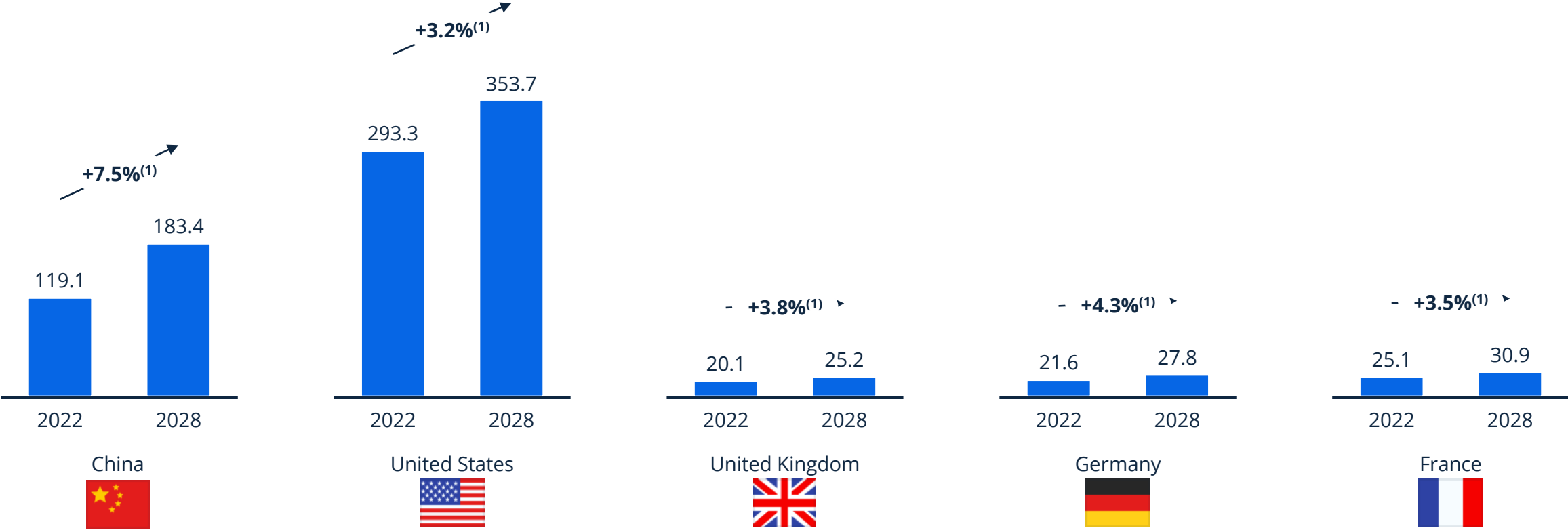
10 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

# With revenue of US\$ 293.3 billion, the United States is the biggest market among selected countries in 2022

Market Size: Regional Comparison (2/2)

## Revenue in billion US\$



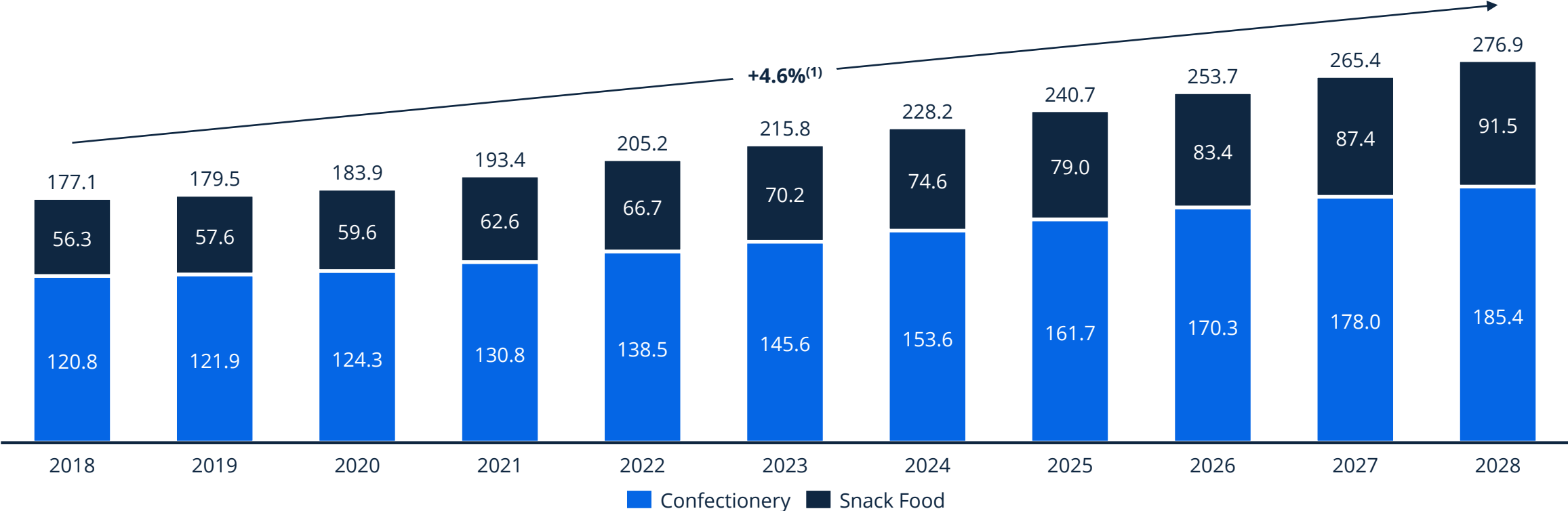
11 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

# Confectionery & Snacks average revenue per capita is estimated to increase at a CAGR<sup>(1)</sup> of 4.6% from 2018 to 2028

Market Size: Global

Average revenue per capita in US\$



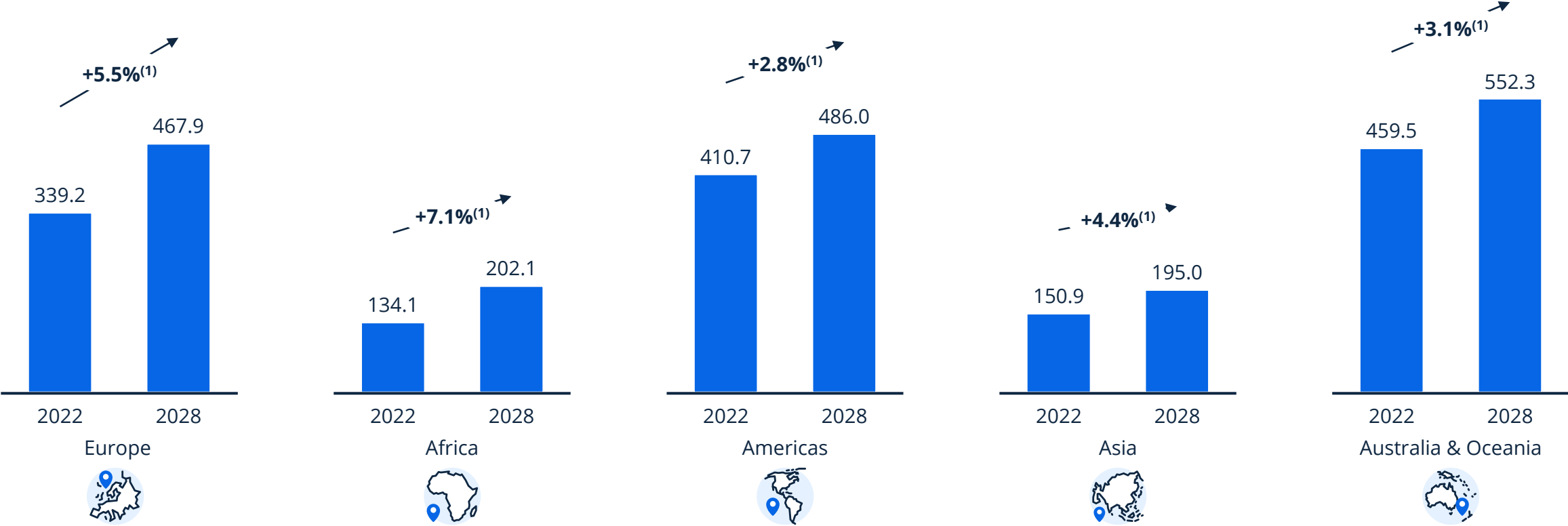
12 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

# With average revenue per capita of US\$ 459.5, Australia & Oceania is the biggest market among selected regions in 2022

Market Size: Regional Comparison (1/2)

## Average revenue per capita in US\$



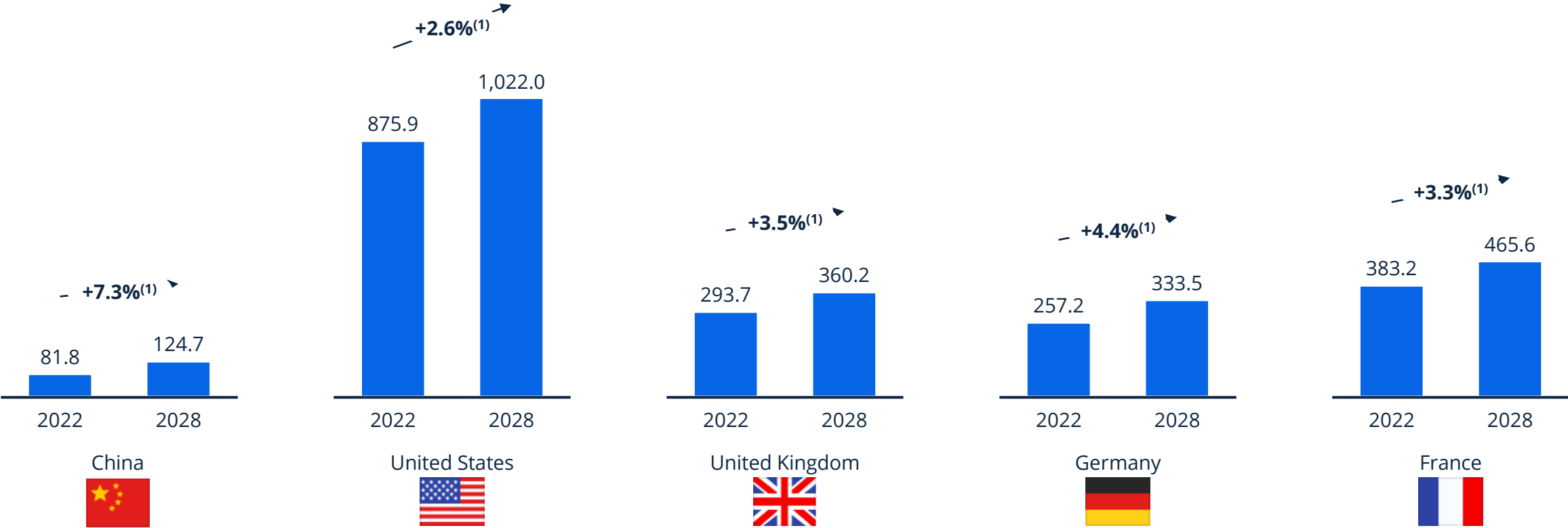
13 Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

# With average revenue per capita of US\$ 875.9, the United States is the biggest market among selected countries in 2022

Market Size: Regional Comparison (2/2)

## Average revenue per capita in US\$



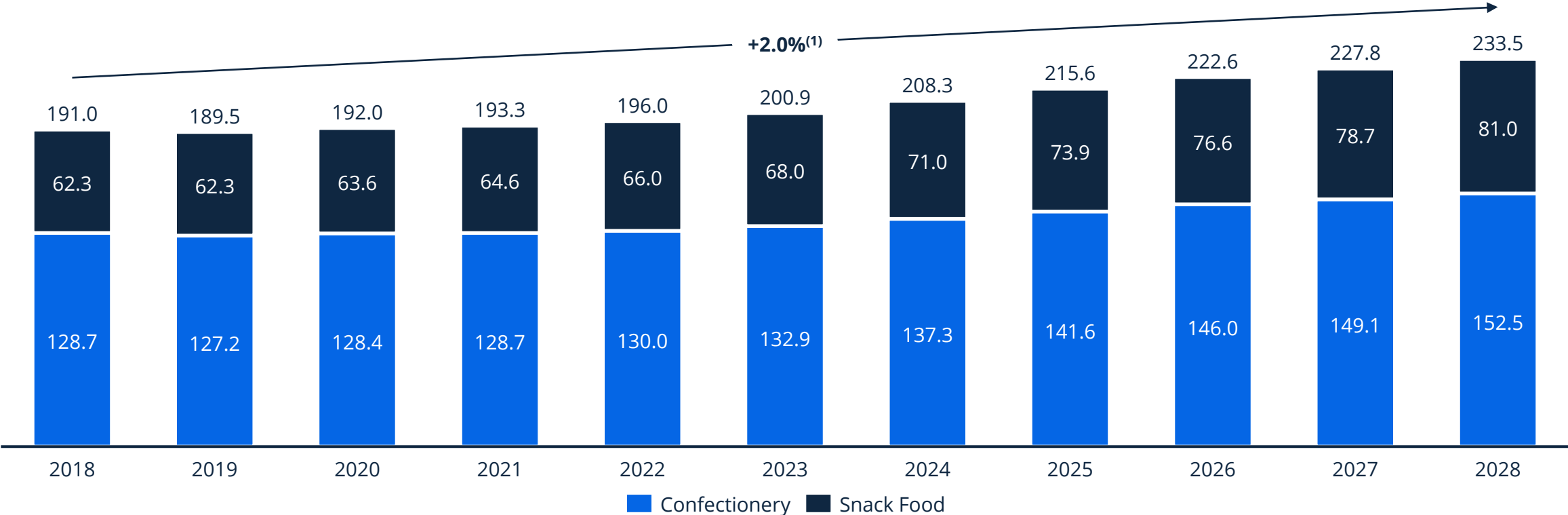
14 Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

# Confectionery & Snacks volume are estimated to increase at a CAGR<sup>(1)</sup> of 2.0% from 2018 to 2028

Market Size: Global

Volume in billion kilograms



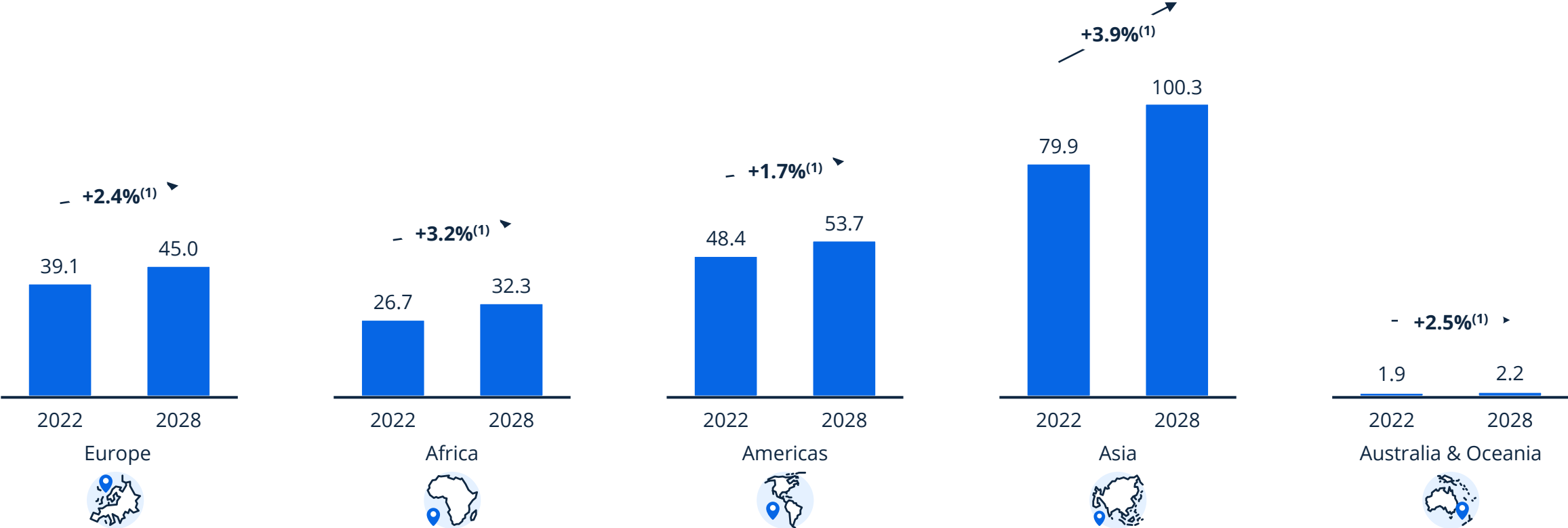
15 Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

# With volume of 79.9 billion kilograms, Asia is the biggest market among selected regions in 2022

Market Size: Regional Comparison (1/2)

## Volume in billion kilograms



16 | Notes: (1) CAGR: Compound Annual Growth Rate

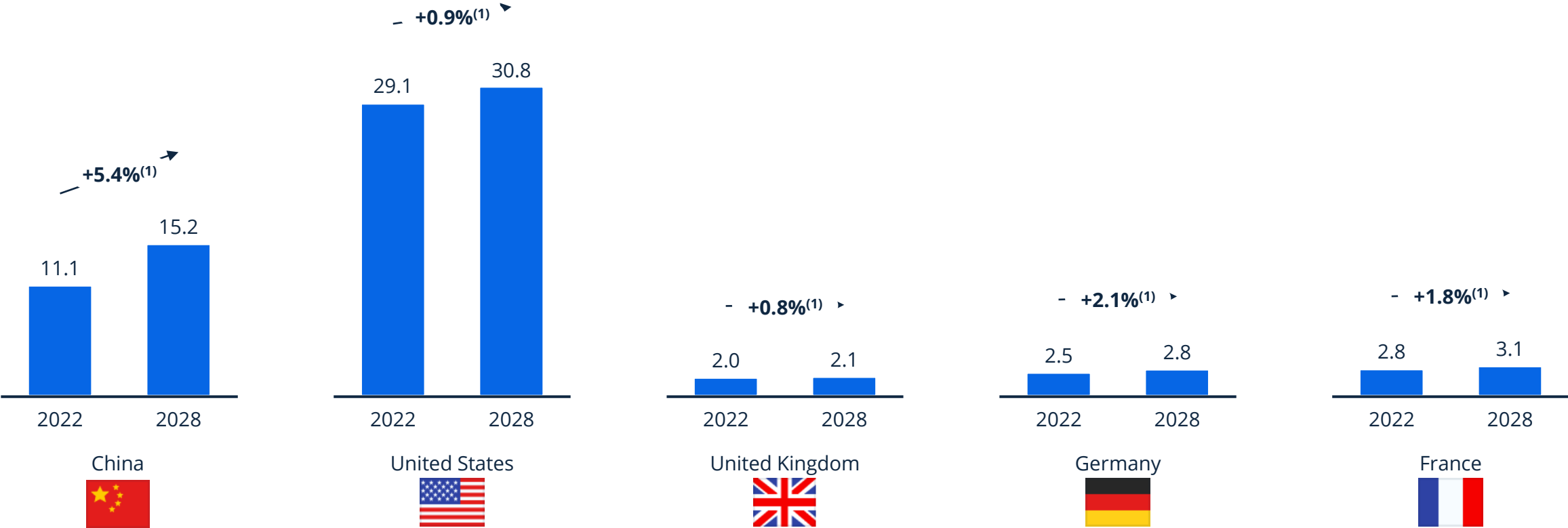
Sources: Statista Market Insights 2023



# With volume of 29.1 billion kilograms, the United States is the biggest market among selected countries in 2022

Market Size: Regional Comparison (2/2)

## Volume in billion kilograms



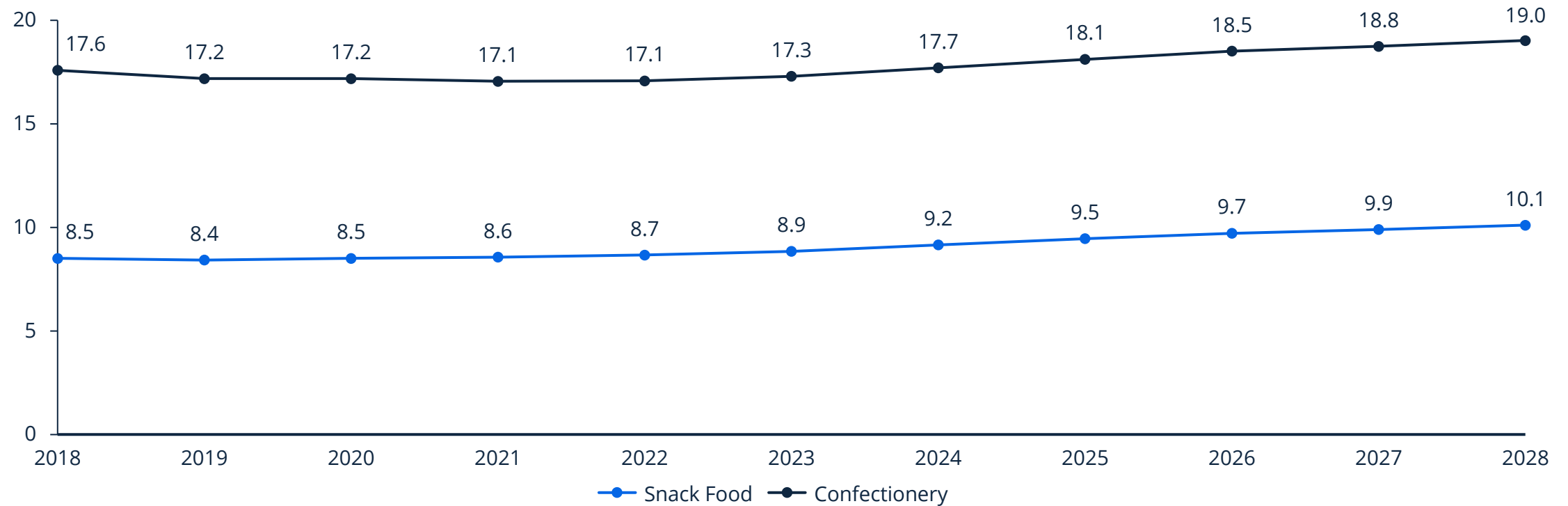
17 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

# Confectionery & Snacks volume per capita are estimated to increase from 2018 to 2028

Market Size: Global

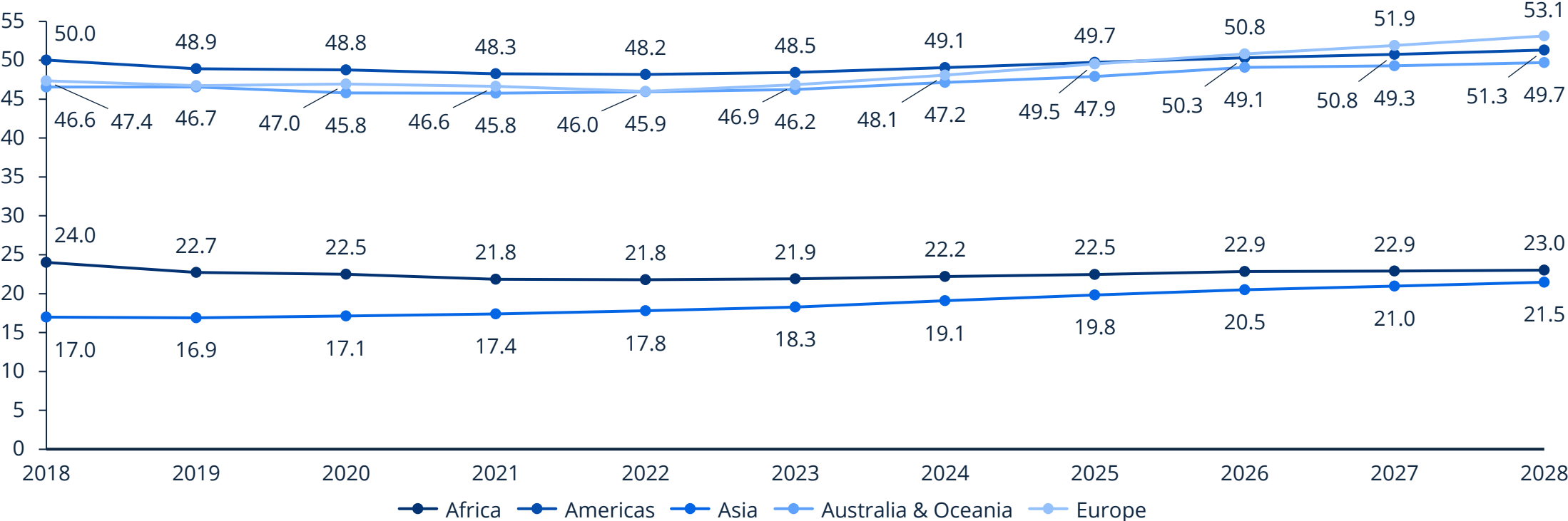
## Average volume per capita in kilogram



# Europe has the biggest market in Confectionery & Snacks volume per capita in 2028

Market Size: Regional Comparison (1/2)

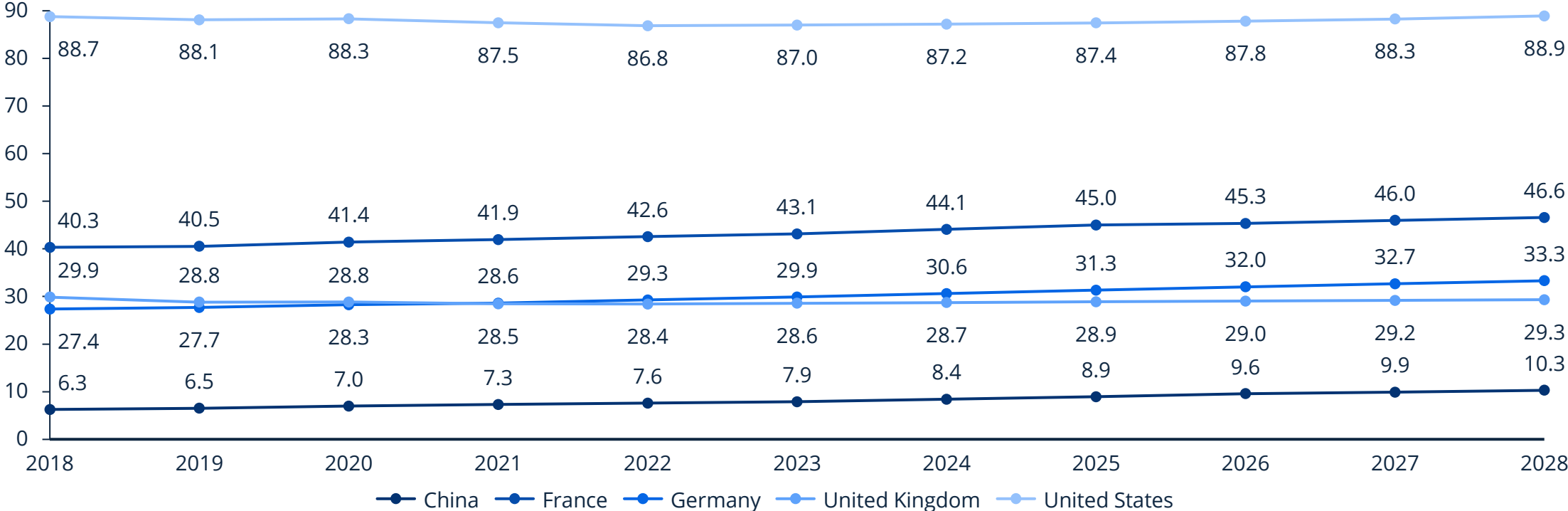
Average volume per capita in kilogram



# With volume per capita of 86.8 kilogram, the United States is the biggest market among selected countries in 2022

Market Size: Regional Comparison (2/2)

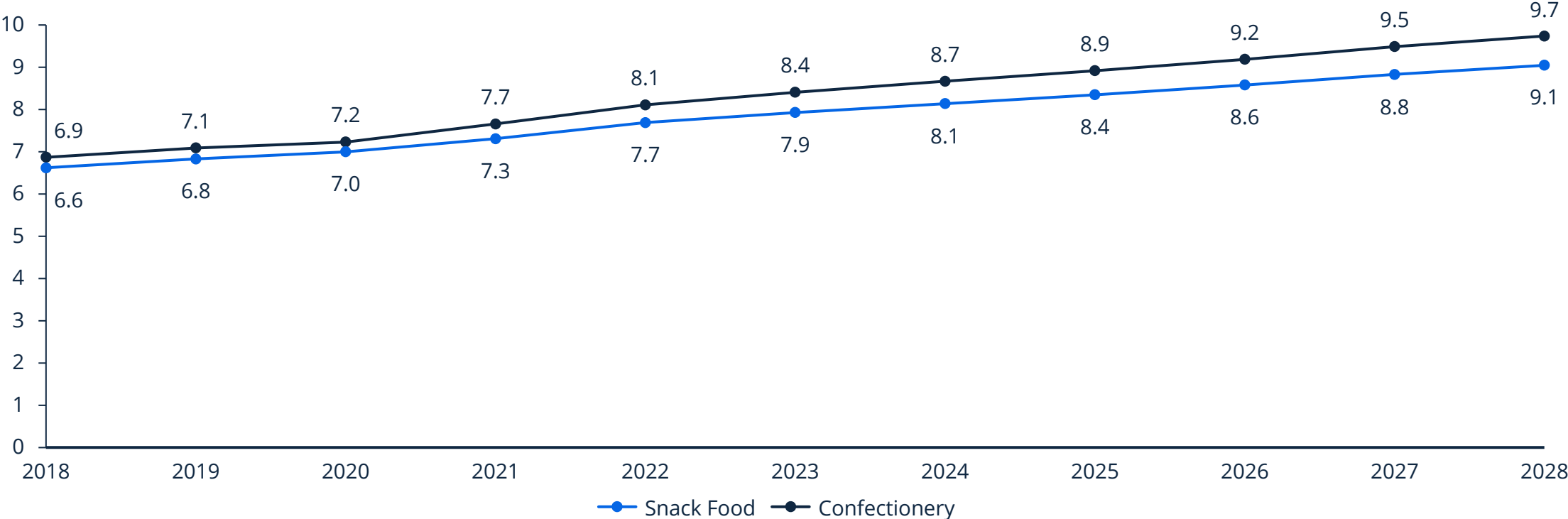
Average volume per capita in kilogram



# Confectionery & Snacks price per unit are estimated to increase from 2018 to 2028

Market Size: Global

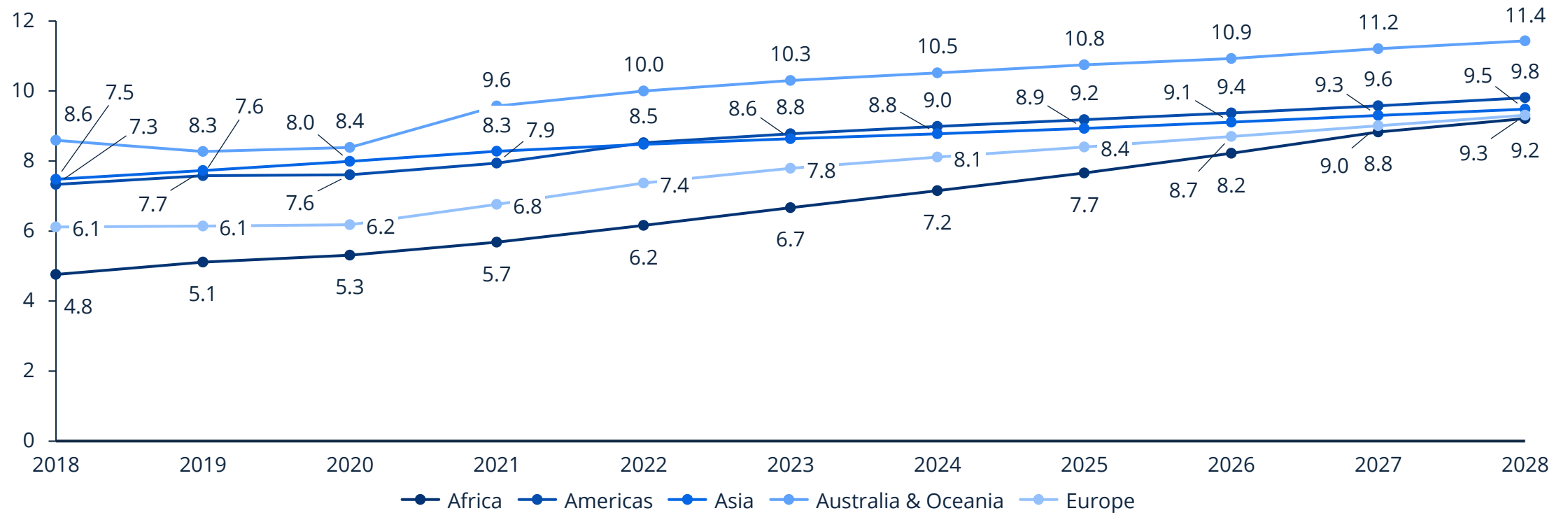
## Price per kilogram in US\$



# Australia & Oceania has the highest Confectionery & Snacks price per unit in 2028

Market Size: Regional Comparison (1/2)

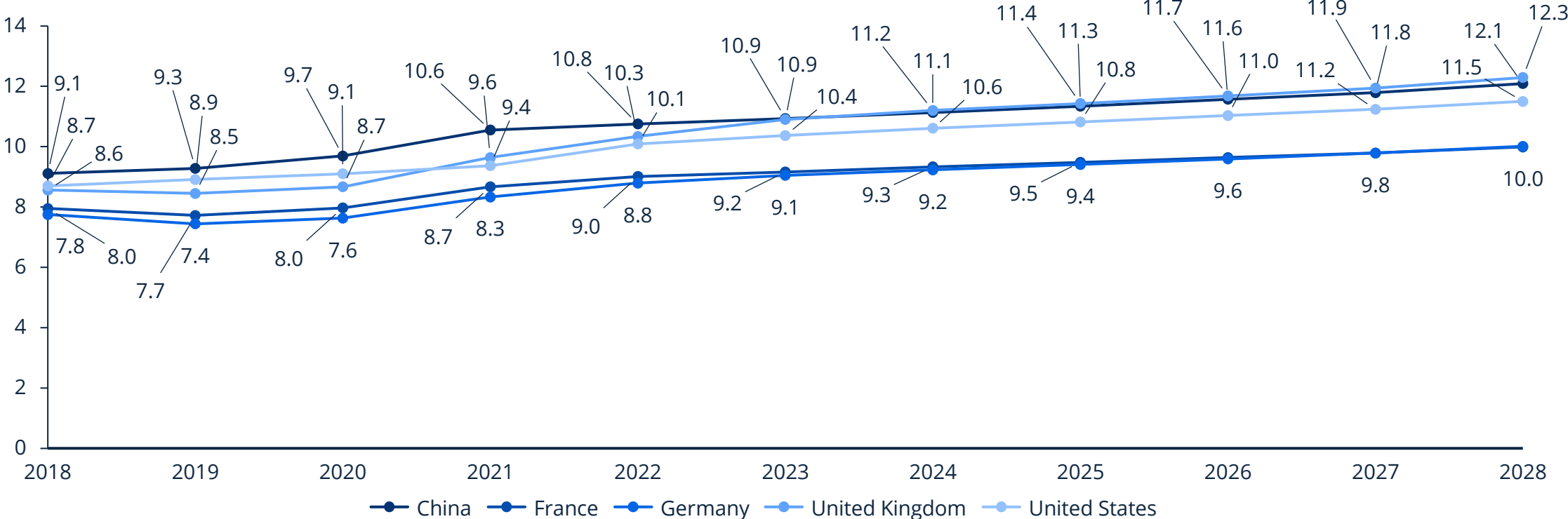
## Price per kilogram in US\$



# With price per unit of US\$ 10.8, China has the highest price among selected countries in 2022

Market Size: Regional Comparison (2/2)

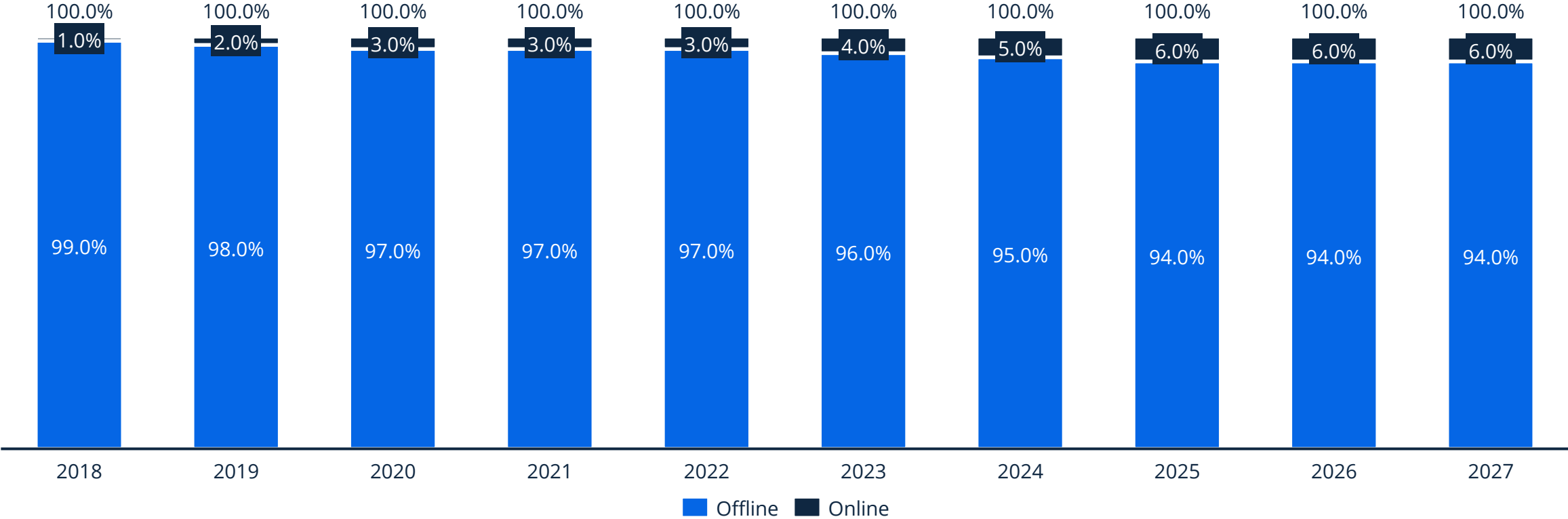
Price per kilogram in US\$



# In the Confectionery & Snacks market, online revenue share reached 3.0% in 2022

Further Market Analysis

## Online revenue share

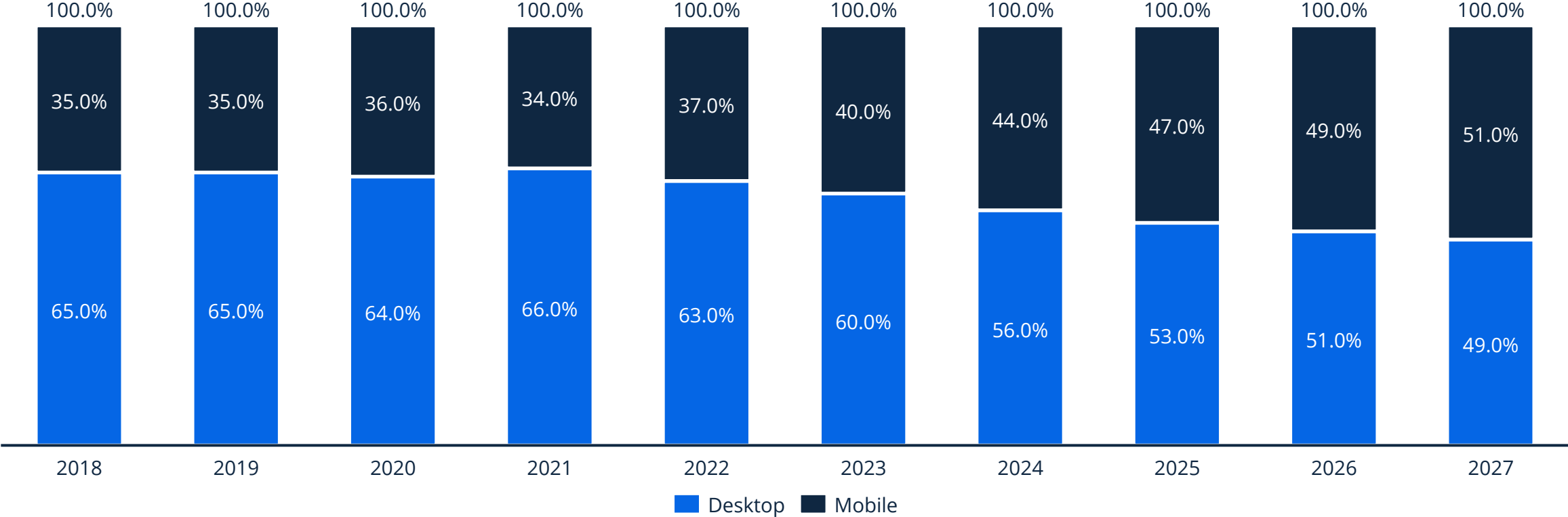




# In the Confectionery & Snacks market, mobile online revenue share reached 37.0% in 2022

Further Market Analysis

## Mobile/desktop split



## CHAPTER 3

# Appendix



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